

The Mail Ego

By Terrence O'Flaherty

"Whenever I watch an intimate love scene at the movies or on television, I wonder how much of it is work and how much play. What I guess I mean is, actors are only human, and I think they must really enjoy this sort of work."

I think I know what you're trying to say — but several things keep it from happening. In the first place, actors and actresses in the same film are often more competitive than they are compatible. Sometimes they actually hate each other. Then there is a gallery of prop men, assistant directors, makeup men, and stage mothers watching every move. Also they've rehearsed every pucker several times and boredom is more likely than bliss. But there are always those times when the chemistry is right and the stage mother isn't there.

"As a housewife I have no need for Xerox products but I enjoy their commercials so much I always feel rather sad that I can't go out and buy one of their machines anyway. Also I have great respect for the Volkswagen people because they have shown respect for me as a prospective buyer.

"Frankly, most commercials alienate me completely from giving their product a try. All I remember

about them are a silly jingle or a phony testimonial. I appreciate advertising for keeping me aware of new and improved products and their uses, but most of the commercials on television offend one's intelligence. Are we expected to believe that their products will have such exaggerated effects on our lives? There ... I feel better!"

The old school of advertising believed all Americans were suckers who confused noise with truth. Starting with the snake oil salesmen of the last century they've been haranguing the mob regularly right down to last night on television. But many advertisers are beginning to change. Led by Xerox, Hallmark, 3-M, Burlington Mills and others, the commercials have often become more literate and adult than the entertainment. Even the headache pills are now sold without those stomach acid diagrams. Things are looking up, not down!

"We watched the movie titled 'The Haunting' and thought some of the furniture reminded us of that at San Simeon. Was the movie filmed there?"

"The Haunting" was shot in England among some of the Gothic trappings William Randolph Hearst was unable to buy for San Simeon. He left a few pieces over there for just that purpose!

"As a child, myself, I do not like what you put in the paper about the Saturday morning cartoons being a waste of time," writes Lisa Moore, age 7. "I like the cartoons. Like 'Space Ghost' for instance. It has a lot of action. Please leave Saturday for fun. It is a day you do not have to think."

Dear Lisa: As you grow older I think you will realize there are NO days in the week when you don't have to think. Even your friend Space Ghost will agree or else he wouldn't be in the jam he's in. The most memorable shows — as well as the most worthwhile — are usually the ones that make you think while you're being entertained.



END CAREERS . . . Eight management employees of U.S. Steel's Torrance Works were honored last month by the firm's management club on their retirement. The eight men represent the largest single group of employees to retire in one period. They are (front, from left) Harry A. Croft, Joseph B. Thomas, Ralph W. Morgan, and Wilford E. Walton, and (top row, from left) Calvin Miller, John T. Oursler, Gilbert J. Derouin, and Coy W. Parton.

Eight Steelmen End Careers Here

Eight management employees, recently retired from U. S. Steel's Torrance Works, have been honored by the plant's Management Club in tribute to the largest group of management employees ever to retire in one period.

The veterans include Harry A. Croft of Redondo Beach, Gilbert J. Derouin and Calvert Miller of Torrance, Ralph W. Morgan of Lawndale, Oscar T. Oursler of Palos Verdes Estates, Coy W. Parton of Torrance, Joseph B. Thomas of Gardena, and Wilford E. Walton of Torrance.

Croft is a native of North Carolina and started with U. S. Steel in 1933. He was general foreman of the rolling mill warehouse. Derouin also started at Torrance Works in 1933 and was a rolling mill turn foreman at the time of his retirement.

Show Man-Eater

A man-eating Ceylon grouper currently is being featured in the second-level tank at Marineland of the Pacific. Now 10 inches long, it will grow to several feet in length and weigh about 1,000 pounds.

BORN IN Rome, N.Y., Miller was a turn foreman of the 36- and 22-inch rolling mills. Morgan began his steel career in the corporation's Salt Lake City sales office in 1924. He was transferred to Torrance in 1928 and was a control engineer before his retirement. A veteran of 37 years, Oursler joined U. S. Steel at the Homestead, Pa., Works and transferred to Torrance in 1939. He retired as a melt-

Navy A-Go-Go Dance to Be Held at Rec Center

The second Navy A-Go-Go dance, sponsored by the city of Torrance for the men of the USS Kearsarge, will be held at the Torrance Recreation Center, 3341 Torrance Blvd., April 8, at 8 p.m. Last year, the sailors hosted some 500 Torrance guests on their ship.

Young people, between ages of 18 and 22, are invited to attend this year's party. Participants will dance to the music of two live bands, and refreshments will be served. Emcee for the evening is radio disc jockey Roger Carroll of KMPC. A dance contest will highlight the evening with prizes going to the three top winners. Persons planning to attend

er foreman in the plant's open hearth shop.

Parton is a native of Kinsey, Kan., and retired as general foreman of maintenance. He has had continuous service at Torrance Works since November, 1926.

STARTING AT U.S. Steel's Fairfield, Ala., Works, Thomas transferred to Torrance in October 1945. He was a brickmason foreman at the time of his retirement in September.

Walton is a native of Alabama and began his career at Torrance in 1936. He retired as an industrial engineer.

Containers Redesigned

Deft, Inc., of Torrance, manufacturers of wood finishing products, is now packaging its interior clear finish in 5-gallon containers. W. E. Sawtell, director of marketing, has announced. The new container features a retractable built-in spout and the new corporate logo and family design, Sawtell said.

Wins Scholarship

James Hugh Drury, a freshman at California Baptist College at Riverside, was presented an Academic Merit Scholarship at the Honors Day Convocation. He is the son of Mr. and Mrs. H. D. Drury of 20506 Wood.

media and began his career at Torrance in 1936. He retired as an industrial engineer.

Parton is a native of Kinsey, Kan., and retired as general foreman of maintenance. He has had continuous service at Torrance Works since November, 1926.

STARTING AT U.S. Steel's Fairfield, Ala., Works, Thomas transferred to Torrance in October 1945. He was a brickmason foreman at the time of his retirement in September.

Walton is a native of Alabama and began his career at Torrance in 1936. He retired as an industrial engineer.

Meeting Planned For Principals

Twelve Torrance school principals will attend a staff development training conference in San Diego April 14 to 16 and May 2 to 14. Participants will include: Mrs. Ellen Booz, Edwin Brown, Richard Brown, Donald Credell, Hugh Dooley, Lester Foster, John McGee, Larry Miller, Cecil Paschall, Frank Tyrrell, Bobby Vassar, and William Zecher.

Containers Redesigned

Deft, Inc., of Torrance, manufacturers of wood finishing products, is now packaging its interior clear finish in 5-gallon containers. W. E. Sawtell, director of marketing, has announced. The new container features a retractable built-in spout and the new corporate logo and family design, Sawtell said.

Dance Class Offered at Rec Center

Popular new dances and the basic ballroom steps will be taught in a social dance class scheduled to begin Thursday at the Joslyn Recreation Center, 3335 Torrance Blvd.

The class, which will meet each Thursday evening under the direction of Mrs. Margaret Michael, will continue through June 1. A charge of 75 cents per session will be made.

Participants must be at least 20 years old. Dress is suit and tie for men and dresses for women.

IN TORRANCE IT'S THE PALMS

COCKTAILS CHARCOAL BROILED STEAKS PRIME RIBS

NOW 1925 W. Carson OPEN FA 8-2424

ALUMINUM WINDOW SCREENS 75¢ ea

MOST SIZES HERWOOD Building Supplies 24500 S. Normandie DA 6-5146

TORRANCE CAMERA — Your Headquarters for Photo Needs — Rentals — Repairs

1330 SARTORI AVE. • DOWNTOWN TORRANCE • 328-3154

LAWNS POWER MOWED

CALIFORNIA LAWN SERVICE DA 3-7663 WEEKDAYS 770-0903

- Regular calls made thru the month
- Lawns Power Mowed — Front & Back
- Flower Beds, & Walks Power Edged
- Grass Hauled Away
- No contract to sign

SATISFACTION GUARANTEED THRU 18 YEARS OF SERVICE CORNER EXTRA \$10.95 PER MONTH

MOORE'S Women's and Children's Wear

1272-74 SARTORI AVE. FA 8-2028

• DOWNTOWN TORRANCE •

FREE! Demonstration & Lecture On **HYPNOSIS!**

EVERY THURSDAY EVENING, 7:30 P.M. SHARP

Exciting instruction for Power of Mind & Self Control

ACQUIRE A NEW LEASE ON LIFE

Seating is limited. Please phone 675-6111 for reservations

HYDER INSTITUTE OF HYPNOSIS

11858 Hawthorne Blvd., Hawthorne, Ph. 675-6111

Race to Hawthorne Savings Big Grand

OPEN HOUSE APRIL 3-10 REFRESHMENTS SERVED

Hawthorne Savings big Torrance Open House runs for one full week—with delicious refreshments served continuously, free gifts for all while they last! Stop in and see our beautiful new permanent offices in Torrance during Grand Opening week!

And while you're at it, bring your funds to Hawthorne Savings, Torrance for the nation's highest insured interest rate: 5.39% when our current annual rate of 5.25%* is compounded daily and maintained for a year. You earn to day of withdrawal after only 3 months and from date of receipt when funds are held to the end of any quarter (on full-paid certificates only).

For fun, gifts, refreshments, and the highest insured interest anywhere, come to Hawthorne Savings Torrance.

HAWTHORNE SAVINGS AND LOAN ASSOCIATION

TORRANCE: 21370 Hawthorne Boulevard
WEST CHESTER: Corner of Lincoln & Manchester Boulevards
MAIN OFFICE: 13001 South Hawthorne, Hawthorne
HOURS: 9-4 Monday thru Thursday, 9-6 Friday

